



*International Wine and Spirit Exhibition at Veronafiere 6-9 April 2014
together with Sol&Agrifood and Enolitech*

48th VINITALY INAUGURATED: A STRATEGIC ASSET FOR A SECTOR WORTH 12 BILLION EUROS IN ITALY

Minister Maurizio Martina during the inauguration: *"Wine has and will also continue to be in the future a great Ambassador for Made in Italy all over the world. The figures achieved by a show such as Vinitaly clearly demonstrate an extremely important strong point in Italy's agro-foods sector."* The opening ceremony was also attended by the President of the Agriculture and Rural Development Commission of the European Parliament, **Paolo De Castro**, the President of the Veneto Region, **Luca Zaia**, the President of the Province of Verona, **Giovanni Miozzi**, and the Mayor of Verona, **Flavio Tosi**. Veronafiere was represented by its President, **Ettore Riello**, and CEO, **Giovanni Mantovani**.

Verona 7 April 2014. The world of wine will meet in Verona for four days thanks to the 48th edition of Vinitaly, which opened yesterday. The most important International Exhibition dedicated to wines and spirits is a sector worth more than 12 billion euros in Italy, employs 1.2 million people and in 2013 has posted exports worth more than 5 billion euros, an increase of 7.3% over the previous year (*source: Vinitaly based on Istat, Assoenologi data*).

"Wine has and will also continue to be in the future a great Ambassador for Made in Italy all over the world," said **Maurizio Martina, Minister of Agriculture, Food and Forestry**, speaking at the inauguration of the exhibition. *"We must continue to work in this direction,"* the **Minister** continued, *"because the figures achieved by a show such as Vinitaly clearly demonstrate an extremely important strong point in Italy."*

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Together with Vinitaly, **Sol&Agrifood** (the Quality Agro-Food event) and **Enolitech**, the international exhibition of wine-growing, oenology, olive growing and olive oil technologies also opened their doors.

"These are two events with potential for success that can be replicated just like Vinitaly," **Martina added**. *In addition to wine, the agro-food sector boasts other products and other sectors of excellence that are functioning equally well."*

President **De Castro** said: *"the extremely positive result we can celebrate at the 48th Vinitaly in Verona concerns the extraordinary growth that the sector is achieving on markets all over the world. 2013 ended with a positive balance for exports of more than 5 billion euros: the so-called "overtaking" has occurred: in other words, we now export more wine than we drink in Italy. This is thanks to the vitality of our companies."*

Italy is the leading exporter of wine in the world with a 21% share of international markets and Vinitaly, with 4,100 exhibitors from more than 20 countries, ensures close attention to initiatives aimed at foreign buyers - once again this year, more than 50,000 visitors are expected from 120 nations.

"Vinitaly is still the only true and exclusive international showcase presenting wines from around the world," said Governor **Zaia**. *It is no coincidence that this Exhibition is held in the Veneto Region that posts*

production of 9 million hectolitres, with 28,000 agricultural companies, 26,000 employees and 20% of national output."

President **Riello** emphasised the importance of Vinitaly as a strategic asset for the economy: "*Sector trade fairs play a key role in the global positioning of "Made in Italy" as a synonym for quality and excellence in food processing, the fundamental objective of Expo 2015. This is why we must improve the effectiveness of the country-system in terms of promotion and overcome the current fragmentation of investments. The aim must be to focus resources on our promotional platforms, such as Vinitaly, which are the national and international benchmark for promoting the Italian sector.*"

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